



THE GLEICHEN CALL

VOLUME XXIX NO. 37

GLEICHEN, ALBERTA, WEDNESDAY NOVEMBER 25, 1936

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MEADOWBROOK MEN ORGANIZE SOCIAL CREDIT GROUP

A meeting of the men of the Meadowbrook district was recently held for the purpose of organizing a local group. The meeting was well attended and the election of officers was proceeded with. The following is a list of officers for the ensuing period:

President, George E. Bell.
Vice-President, E. B. Hayes.
Secy-Treas., R. Rouche.

A resolution was passed by the Group that if necessary to bring in outside retailers, that they would give their whole-hearted support. It was decided to hold meetings every two weeks.

The next meeting will be held at the home of Mr. Henry Sammons on November 26th, at 2:30 p.m.

THE WORLD OF WHEAT

(By H. G. L. Strange, Director "Crop Testing Plan.")

Wheat is probably the oldest of the world's crops.

A larger quantity of it is consumed than of any other foodstuff with the single exception of potatoes. In prehistoric times wheat was cultivated throughout Europe and was one of the most valuable cereals of ancient Persia, Greece and Egypt.

It has always been prized for the high quality bread which it produces—whenever it is possible people turn from foods made from rye, barley and oats to bread made from wheat.

It is grown almost in every country in the world, the only parts from which it is absent being the hot, low-lying regions of the tropics; Spain, however, being the one notable large country where no wheat is produced.

Its cultivation is simple and it is adapted to more varying soils and climatic conditions than any other food plant known.

It has ripened as far north as Skibotten in Norway and is cultivated around Archangel on the White Sea and in Verkhovansk in Siberia within the Arctic circle. It is well cultivated on the equator in Ecuador and Columbia.

Wheat is also grown at different altitudes varying from sea level to a height of 15,000 feet in Tibet.

Prices have tended to be raised by the following: Demand for wheat increasing—Subsist moisture very deficient in Western Canada and spring wheat area U.S.A. and in parts winter wheat belt—U. S. purchases large quantities Argentine—Rains delay planting in parts of Europe—production of wheat in Danube Basin less than normal.

These factors have tended to push prices down: Wheat surplus in Danubian countries estimated one hundred million (all time record)—Large quantity wheat affort to world's demand—Ethiopian production potatoes increasing—Argentina shipping surplus large quantities of rye.

MISCELLANEOUS SHOWER

Mrs. R. B. Hayes and Mrs. J. A. MacArthur were co-hostesses at a miscellaneous shower in honor of Miss Ruth McMillan, whose marriage to Mr. Edward Holland will take place this month. Over fifty friends were present and the bride-elect was the recipient of many lovely and useful presents. A very daintily decorated little wagon in the form of a hayrack and trimmed in pink and white, well laden with gifts, was drawn into the room and presented to the guest of honor by little Miss Pauline Rouche. Mrs. MacArthur sang a solo accompanied by Miss Pauline Rouche. Mrs. MacArthur sang a solo accompanied by Miss Pauline Rouche. Mrs. MacArthur sang a solo accompanied by Miss Pauline Rouche.

Another shower in honor of Miss R. MacMillan was held at the home of Mrs. V. McMann, with over twenty-five guests present. The guessing contest was won in a draw by Miss L. Hunter and Miss A. Hunter. The guest of honor was presented with daintily wrapped kitchen ware gifts by four little girls, Marion Mahoney, Beverley McMann, Marilyn Jones and Georgina McMann. A delicious lunch

POOL ELEVATORS HAVE VERY SATISFACTORY YEAR

The annual meeting of the Alberta Wheat Pool delegates was commenced on November 24th in Calgary. The reports of the business operations for the year ending July 15th, 1936, were of an encouraging nature. They showed elevator operating earnings of \$1,092,272.59 from which was deducted \$526,055.69 for depreciation and \$256,763.12 for interest payment to the Alberta government on the 1929 overpayment, leaving a net surplus from the year's operations of \$309,513.78.

Since 1931 when the Alberta Wheat Pool shouldered the burden of the heavy 1929-30 Pool overpayment and set out to re-establish its financial position this organization has made marked progress. Last year's operations have increased the members' equity in the assets of the organization by \$400,194.68. The members now have an equity totaling \$5,005,752.76 in Pool assets after deducting the liability for the '29 overpayment.

Contrary to the stand of virtually every other organization engaged in grain marketing and handling, the Alberta Wheat Pool's board of directors in Manitoba and Saskatchewan, maintain that Canada should develop a national grain marketing policy based on the operating of an active Wheat Board upon which producers should have direct representation and that a minimum price should be fixed from year to year, having a relation to the cost of producing grain in Western Canada. Representation on this effect were presented by the Alberta Wheat Pool's board of directors.

The Alberta Pool is operating 42 country elevators in Alberta and 12 terminals on the Pacific Coast, 2 at Vancouver and one at Prince Rupert.

THE OLD TIMERS BANQUET AND DANCE FRIDAY

Next Friday afternoon and evening should be a big night for the old timers of the district. In the afternoon the Gleichen Association of Old Timers will hold their annual meeting and get together. At 6:30 there will be entertained at a banquet by the Board of Trade, at which several prominent speakers will be heard. Several new features will be added this year to entertain the guests and help them while away the time until 9 o'clock. At that time the big old time dance will begin in the adjoining hall. The hall will be specially decorated for the occasion, somewhat different than in the past.

It is anticipated that the usual big crowd will be on hand.

LOCAL HOCKEY EXECUTIVE HAVE MEETING

The executive of the hockey club held a meeting following the request of the executive of the A.A.H.A. Three propositions were submitted by the Provincial organization to be discussed by intermediate clubs regarding the system to be followed in both the Morgan cup and the Black trophy play-offs. The Gamblers not belonging to any league favored the second proposition, namely: that the Morgan Cup be played-off into fours and these four to go automatically into the eighth of the Black Trophy. The Morgan Cup play off would start on January first, while the regular championship play offs would begin as usual the first week of February. It was considered to be the most suitable and interesting method proposed.

In order to finance the Club a boxing card will be again sponsored in Gleichen on December 1st. This will be a five bout affair, one of these being a wrestling event.

Several new players were proposed to the Club and will be given a try out as soon as the ice is available. The regular heavy dance will be sponsored on December 11th. The choice of orchestra was left with the committee in charge.

was served by the hostess assisted by Mrs. G. Farquharson, Mrs. C. McIntyre, Mrs. Evans and others.

ST. ANDREW'S JUBILEE SERVICE MUCH APPRECIATED

St Andrew's Church was filled to capacity Sunday morning on the occasion of the 50th anniversary of the opening of the church. Practically all the members of the church were present together with many visitors. Venerable Archdeacon J. W. Tims, who built the church and was the first incumbent preached the sermon Sunday. Many of the Archdeacon's friends of long ago were present, although only one was a member of this church since the first day it was opened, Emil Griesbach, who has been a resident of Gleichen for over fifty years.

Rev. Mr. Wiley of Strathmore assisted in the service, announcing also that the Bishop of Calgary would be in Gleichen next Sunday at a time yet to be announced.

LADIES B.C. GROUP HOLD SOCIAL EVENING SHAMROCK

A social evening was held in the Shamrock School under the auspices of the Meadowbrook Ladies Social Credit Group, with over 50 people present from the local district. Cards under the direction of Miss Ruth McMillan took up most of the evening. Ladies first prize was won by Miss Lucille Bell and the consolation by Mrs. Calkins; while gentlemen's first went to Mr. Sammons and consolation to Mr. L. Lilja.

Following cards lunch was served by the hostesses Mrs. K. McPhee and Mrs. F. Hamar.

Musical content under the direction of Miss Bella Wilson caused much merriment amongst the crowd. This is the first of a number of social evenings to be held by this group. The next will be held early in December.

ANOTHER FIGHT AND WRESTLING CARD TUESDAY

Next Tuesday evening, Dec. 1st, the Gleichen Hockey Club will again present to the public a strong well balanced fight and wrestling card featuring the popular young Arrowwood idol, K. O. Wilson and Forbes Smith of Calgary for ten 3-minute rounds. Both these boys are in close training and will enter the ring in perfect shape.

For those who prefer wrestling the semi windup brings together two six-minute rounds the two best falls out of three, Dave Jacobs now of Gleichen, and Oscar Mossfeldt of Calgary. These boys are very evenly matched and each will have to give the best they have to win.

The third contest between Stan Glover of Vancouver and Joe Mahony of Calgary should prove an interesting bout. Glover is just 17 years old and has not lost a fight since turning pro.

The second contest over a distant six rounds is between Buster Rouche and Silver Gore. Gore hails from Manchester and should give Buster a real tussle.

The curtain raiser will see Jack Riley of Cluny and Willie Catter trying conclusions. These boys were billed to appear on the last card but owing to unforeseen circumstances were unable to appear.

The show begins at 8:30 sharp. The judges will be Lt.-Col. Lewis and T. W. Paulsen. Referees Geo. Roberts and Paul Kauffman.

BREAKING FAITH

Clear thinking is difficult at a time that is why Franklin D. Roosevelt went on a fishing trip as soon after the election as possible. As Arthur Brisbane, noted columnist said "he wanted to fish, and also to think."

Most of us would do well if we did more thinking. Unless all the points of a problem are considered, the solution will be only partially right, or wrong. We learned that in school long ago.

Debits are a problem in the west; have been for some time. Alberta attempted to solve that problem. Now, life insurance policyholders in Alberta are starting to think. They are having their memories refreshed with the fact that thifty citizens are the

DASHES FROM CRAIGANTLER AND DISTRICT

Miss Marjorie and Helen Grant were visitors with Mr. and Mrs. Charles Grant over the weekend and took in the dance at the Meadowbrook Hall.

MacDonald accompanied Mr. and Mrs. A. Buckley to Calgary on Saturday morning.

There was a number of farmers from this district attending the large meeting of C. P. R. contract holders, in the Memorial Hall at Strathmore last Saturday. The meeting was presided over by Mr. J. C. Buckley of Gleichen. Some of the speakers were inclined to drift from the subject of the meeting. Mr. Buckley had to draw their attention to the fact that the meeting was to decide whether they wanted to have the farmers take over the project or not. Most of those present were opposed to the farmers taking it over and a resolution was sent to the C. P. R. to that effect.

M. MacDonald is fond of dancing and took in the party at the hall. In fact he is a sort of managing director of the ladies softball team.

Some of the married ladies in the Girls Softball team wish they were single again, because they leave their grownup families at home others their husbands, thinking they could manage the dance and supper without them.

Bill Smith attended the dance Friday. Bill has been in the district ten years and thinks the hall a nice structure, equal to some in old Quebec.

Henry Dankworth was stepping out last week. He attended a dance in Standard on Wednesday and another at Meadowbrook on Friday, which is a good idea for old fellows. Henry did not take his wife the first time but she accompanied him to the last one.

Bailey Schriber acted as floor manager at the dance at Meadowbrook on Friday.

real owners of bonds that finance governments—federal provincial and municipal. It is their hard-earned savings that are invested in the mortgages that build homes, develop farms and industries of the Dominion.

Investing their savings, life insurance policy holders have built up an insurance estate of over six billion dollars for themselves and their dependents. To protect this huge estate, these policyholders invested two billion dollars in the best securities Canada had to offer: federal, provincial and municipal bonds, farm mortgages and industrial securities. Alberta as a province holds millions of these dollars, borrowed from the insurance policyholders in exchange for the province's bond, and millions more are invested within the boundaries of the province by trust, loan, mortgage and banking institutions.

Life insurance, on behalf of its policyholders who loaned money and accepted in good faith the promise of the borrower to pay, says that the borrower should pay if he is able, and if he is not, not repudiate. For life insurance says that cancellation and repudiation, regardless of ability to pay, is breaking faith with those Albertans as well as residents of other provinces, who are able, fortunately, to save, and thus invest.

GLEICHEN UNITED CHURCH
Rev. J. N. Wilkinson, minister.
Mrs. H. Birch, choir leader.
Miss Jean Farquharson, pianist.
11 a.m. Church School.
7:30 p.m. Public Worship. Subject: "The Standard of Value in Judging People."

An interesting study of how Jesus dealt with men and women in His efforts to help them. He is still the same but not all His professed followers have learned to use His methods. The key to His success seems to have been in His ability to understand people's natures and to act accordingly. It is possible for His disciples to follow Him in this regard?

There will also be a talk to the girls and boys about a little fox called "By and By."

There will also be an illustrated lecture some evening next week—probably Wednesday—on Sir Wilfrid Grenfell M.D. and his work on the Labrador coast. This should be of real interest to both young and old.

For the younger children there will be a set of slides illustrating the story of Dick Whittington and his cat.

Jugs and Pitchers from 10c to \$2.00
New Shades and New Pattern Water Sets. \$1.29
The New Chintz Pattern Dishes are Popular
Sandwich Sets 65c., 90c., and \$1.60
Lovely Cups and Saucers, each 29c
If you want winter eggs feed Mineral, 5lbs. 50c
Hog Mineral 10 pounds 75c. It will fatten

Gleichen Hardware

A. W. GILBART

PROP.

NOTICE

The Census of the town has now been taken and the lists will be open for inspection at the Town Office on November 27th, 28th, and 29th and on December 1st and 2nd.

W. J. PHYTHIAN,
Sec.-Treas.

TURKEYS and POULTRY

BURNS & CO. WILL HAVE A BUYER AT
AT THE PIONEER MEAT MARKET ON
TUES. DEC. 8
CALGARY MARKET PRICES WILL BE PAID



Extra!
LOW WINTER FARES
TO
Pacific Coast

VANCOUVER VICTORIA
PORTLAND and CALIFORNIA POINTS
Three classes—First, Intermediate and Coach
On sale daily to May 14, 1937
Return limit 6 months
Special 30 day fares at further reductions from certain points.
EASTERN CANADA—CENTRAL STATES
Two classes—First and Coach
On sale daily Dec. 1, 1936 to Jan. 5, 1937
Return limit 3 months

to the OLD COUNTRY for CHRISTMAS
Special fares Nov. 15, 1936 to Jan. 5, 1937
Return Limit 5 months

Make your Winter Travel Arrangements with nearest Ticket Agent

CANADIAN PACIFIC

PF13

Winnipeg

SHOPRITE STORES

Phone 20 Gleichen, Alta. Phone 20

WATCH FOR OUR AD EVERY WEEK. IT WILL PAY YOU

MEAT SPECIALS

Hamburger 4 pounds	25c
Sausage 2 pounds	15c
Boiling Beef per pound	5c
Steaks, Sirloin or T-Bone, 2 pounds	25c
Bacon By the piece or machine sliced per lb.	25c

FRESH FISH

Arriving Every Friday

HALIBUT, SALMON OR CODFISH

Don't forget to look over our Xmas. Specials. Something for everyone in the family.

Different Tastes - - Different Ideas
but all agree . . .

beer
is best

Served at all Hotels and Clubs, or
order from your nearest Vendor's
Store, or Government Warehouse

This advertisement is not inserted by the Alta. Liquor Control Board, or by the Govt. of the Province of Alberta.

CLASSIFIED ADS

Notice under this heading 15 words or under 50c, first insertion and 25c each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

FOR SALE—50 bushels potatoes (New Gem.) P. Powell Bassano, 38

MEN WANTED—For nearly Rawleigh Routes of 300 families. Write Rawleigh's Dept. WG-59-SB-K, Winnipeg, Canada. 37

It is not the amount of money spent on a house that makes it beautiful and homelike. The finest cottage is

oft times the most beautiful and homelike place you can find. Why? Because the thoughts and ideas back of it are beautiful and homelike. It is not always the advertisement that

costs the most that is the best seller. It may be a very small ad with the right touch of human appeal that brings in the business. The thought behind your ad is the vital point.



PIONEER GRAIN
COMPANY LIMITED
OPERATORS OF
COUNTRY ELEVATORS
LICENSED & BONDED
DISCUSS YOUR GRAIN
HANDLING & MARKETING
PROBLEMS WITH OUR AGENT
R. C. CLIFFORD.

Town & District

H. McBean of Calgary, brother of Duncan McBean, Gleichen, died in that city Sunday. The funeral took place Tuesday with Rev. V. M. Gilbert officiating.

K. O. Wilson the Arrowwood boxer, has three bouts ahead of him. On Dec. 1st he will tackle Forbes Innes in Gleichen. On the evening of the 3rd he is billed to fight Emil Lust at Brooks over the ten round course. He will also tackle Sailor Goodland at Turner Valley.

Gleichen's only laundry has again changed hands. The former owner Hong Toy is retiring and has sold out to another China boy named Leuk Him. Since the laundry started many years ago it has changed hands many times. Each new owner starts off with new ideas but at the end of two or three years sells out and moves away. The electric washing machine has played havoc with the laundry business.

Mrs. W. Smith was called to the General Hospital, Calgary, Saturday last where her daughter Miss Lillian Eason was undergoing an operation on her throat. That evening Mrs. Smith received a wire from Medicine Hat to the effect that her other daughter Miss Lynette Eason, was in the hospital and would have to have an operation for appendicitis. Mrs. Smith left on Monday morning's train for Medicine Hat.

Mrs. James Black was hostess at a Shower Tea under the auspices of the W. A. of the United Church. The tea was exceptionally well attended and as the admission was 25c or gift suitable for annual bazaar, a lovely selection of gifts were received and were displayed on the dining room table, for the benefit of those present. Besides the gifts, the sum of \$8 was received. Those who assisted the hostess in serving refreshments were Mrs. L. Jeffers, Mrs. C. McIntyre, Mrs. H. James and Mrs. G. Gooderham.

At the last meeting of the U.F.W. A., at the home of Mrs. A. Buckley

sixteen members and visitors were present. Owing to Mrs. Oliver, the secretary, being quarantined, Mrs. F. Sammons acted as secretary. There was very little business to be dealt with, as there were no books or correspondence. Mrs. J. C. Hutchison read a very interesting article from a magazine on "Addressing a Meeting." Mrs. Perry won the raffled prize, same being a bon-bon dish, donated by Mrs. McArthur. A dainty lunch was then served. Next meeting will be held at the home of Mrs. P. Warner on December 3rd.

Bring or send the news to this office. We are always glad to have our subscribers send in or bring us news. If each one of list of readers would give us an item each week what a grand local paper we would have. Send in anything but politics and we shall be thankful.

NOTICE

Take notice that on Tuesday December 16th next the Tax Roll of the Town of Gleichen will be closed. All taxes unpaid after that date will be subject to penalties.

TOWN OF GLEICHEN
Secretary-Treasurer.

TURKEYS

NEXT WEEK we shall be buying turkeys for the EASTERN MARKET. If you want our free price list and shipping instructions send us a card with your name and address NOW.

WINDSOR'S PRODUCE PACKERS
601, 11th Ave West, Calgary.

Leave Your —
WATCH, CLOCK
AND
JEWELLERY REPAIRS
—at—
McKAY HARDWARE

P. B. DISCHER
GLEICHEN and VULCAN

YOUR SIZE

By JANE DEE

ACCURACY of measurement plays a very important part in the shopping of Mail Order customers. Few people realize the necessity of measuring **EVERY** TIME they order. Often they may require a different size to that which fitted them only six months previously.

Perhaps you gained weight away on your holidays. Perhaps you lost weight and need a smaller size. If daughter swam every day this summer her shoulders will probably have become broader and therefore she will require a larger size. All these things must be taken into consideration when you shop by mail.

When you sit down to write your order, have the tape measure beside you so that you will be able to measure yourself. Better still, have somebody else measure you. If you have had difficulty securing a garment to fit properly, when you order, kindly send in your full measurements such as width across shoulders, waistband, sleeve length and dress length. Then we will be able to advise you upon the correct size according to your measurements.

Jane Dee

T. EATON CO.
WINNIPEG CANADA

EATON'S

RONALD COLEMAN
—starring in—
CITIES

"TALE OF TWO

SATURDAY: Matinee at 3 p.m. and evening shows at 7.30 and 9.15

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As a Life Insurance Policyholder

You Share in
the Ownership of
These Valuable Assets

Government Bonds First Mortgages Municipal Bonds
Industrial Securities Public Utility Bonds

YOUR savings in Life Insurance—which help to form the Assets of the company in which you are insured—not only protect you and your family but also make you a part owner of high-grade securities.

For example—as a Life Insurance policyholder, you share in the ownership of Government and Municipal bonds. These bonds provide for the construction of highways, railways, canals, schools, water and sewage systems, and other important public enterprises.

You likewise have a definite financial interest in Canadian industries, and in Canadian homes and farms.

The Life Insurance companies, which your enterprise and thrift have built up, acting on behalf of yourself and 3,500,000 other policyholders, invest the Assets you have entrusted to them. In making these investments, they exercise the utmost care to secure safety with a satisfactory yield.

Of the combined Assets in the Life Insurance Companies operating in Canada, the major part is invested in Government and Municipal bonds and debentures. Large amounts are also invested in first mortgages on carefully selected city, town and farm properties, and in loans to policyholders.

You can take satisfaction in the fact that Life Insurance companies in Canada have faithfully discharged their obligations. Even in periods of greatest financial stress, every obligation guaranteed by their policies has been fulfilled.

Life Insurance

Guardian of



Canadian Homes



WHY NOT
ORDER
Calgary Dry
The West's Finest Ginger Ale
IT BLENDS
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